

**In the Claims**

Please amend Claim 1 as rewritten below in clean form. Another version of the rewritten claim is attached hereto on a paper separate from the amendment labeled "Version With Markings To Show Changes Made," marked up to show all the changes relative to the previous version of the claim being amended.

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1. (Thrice Amended) A system for launching an advertisement on a computer, comprising:

a computer having an audio input interface and a display;

an audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein advertisement information; and

a computer program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source to allow said computer program to be controlled by said advertisement information.

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**REMARKS**

Applicants have carefully reviewed the Notice of Non-Responsive Amendment dated May 20, 2003. Applicants have amended Claim 1 to rectify the inconsistencies and omissions and more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,736 of HOWISON & ARNOTT, L.L.P.